

Amendments to the Specification:

Please replace paragraph [0031] with the following rewritten paragraph:

[0031] The identity stylesheet storage 230 stores stylesheet information describing how each identity content element is to be displayed. In various other embodiments ~~according to this invention~~, the identity stylesheet storage 230 stores an extensible style sheet in a database, a memory or any other known or later-developed storage apparatus or structure based on the determined client information. When a request is received, the identity stylesheet information associated with the referring client is made available. It shall be appreciated that, in various other exemplary embodiments ~~according to this invention~~, the identity stylesheet may be stored with the content elements in a single storage without departing from the scope of this invention.

Please replace paragraph [0044] with the following rewritten paragraph:

[0044] Fig. 6 shows an exemplary data structure 900 for identity element storage 220 or 220' according to this invention. The exemplary data structure usable by the 900 comprises a client identifier portion ~~901~~910 and a content element portion ~~902~~920.

Please replace paragraph [0045] with the following rewritten paragraph:

[0045] The client identifier portion ~~901~~910 stores information that identifies the referring client to the system for managing style information 200. For example, in the first line of the exemplary data structure for identity element storage 600, the domain name "www.xyz.com" is used as the client identifier portion 601.

Please replace paragraph [0047] with the following rewritten paragraph:

[0047] Similarly, the second line of the exemplary data structure 900 indicates that the background image "logo.png" found in the xyz subdirectory specified in the content element portion ~~902~~920 is associated with a "www.xyz.com" client identifier portion ~~901~~910. The third line content element portion 602 indicates that the submit button should be associated with the custom image "go.png" found in the xyz directory and associated with the client identifier "www.xyz.com".

Please replace paragraph [0048] with the following rewritten paragraph:

[0048] The fourth line of the exemplary data structure 900 uses the internet protocol address "140.147.254.3" as the client identifier portion ~~901910~~ and associates it with a submit button that uses the image "go.png" in the loc directory as indicated in the content element portion ~~902920~~.

Please replace paragraph [0049] with the following rewritten paragraph:

[0049] The fifth line of the exemplary data structure 900 uses a name and/or value string "client_id=327468" as the client identifier portion ~~901910~~ and associates it with a submit button that uses the image "go.png" in the zzz directory, as indicated in the content element portion ~~902920~~.